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CSD *News Release*

'LEAD BY EXAMPLE' PHILOSOPHY GUIDES NEW CSD DIVISIONAL DIRECTOR

August 10, 2001

"You should always lead by example," says Joe Mora. "You set the tone. You set the pace. And that is amplified throughout the organization."

This is the philosophy that has guided his 21-years of service to Miami-Dade County government and his ten years in the Florida Army National Guard. It's the philosophy that will guide his work as the new director of the Consumer Services Department's Passenger Transportation Regulatory Division (PTRD). This division regulates for-hire transportation, including taxicabs and limousines.

Joe's public service started in July 1980 at the Water and Sewer Department where he oversaw three large scale purchasing and warehousing operations.

After twelve and half years at Water and Sewer he moved to Public Works on December 14, 1992 (co-incidentally his wedding anniversary), as Shelter Manager for the Animal Care and Control Division. He became Chief of the division, a \$4.4-million operation with 67 full time and 40 part time employees.

His stint in the U.S. Army, during which he earned several commendations for leadership, took him to the rank of Captain and the position of Unit Commander for the 743 Maintenance Company. In that post he commanded 241 army personnel, keeping them combat ready and guiding their role in servicing other units in the South Florida area.

Joe and his wife of 21-years, Grace (a Montessori pre-school teacher), have two children. Son, Joe Mario, is 20-years-old, and daughter Danielle Maria, is 15. They also have an eight-month-old granddaughter named Taylor.

“Mr. Mora has demonstrated a commitment to hard work, excellent customer relations, employee development and a ‘can do’ spirit throughout his career,” said CSD Director, Sheila Rushton in welcoming Joe to the Department. “I am confident he will be a valuable asset to this department.”

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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The Miami Dade Consumer Services Department is an agency of Miami-Dade County government that protects consumers through complaint mediation, business regulation, and consumer education. The Department operates the Consumer Hotline (305) 375-3677, a central telephone number for consumer complaints and information.